



FIERA MILANO

TUTTOFOOD
MILANO

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Press office

ICE/ITA AGENCY EVER CLOSER TO TUTTOFOOD TO CONSOLIDATE THE INTERNATIONALISATION OF THE AGRI-FOOD SECTOR

- *ICE and TUTTOFOOD reinforce their close cooperation with a system-wide approach to further internationalisation*
- *Two digital missions already organised, one for the USA and one for Canada, have been concluded with matchmaking sessions*
- *A structured path towards the event in October, which will be held in person - thanks to a careful safety protocol - in co-location with HostMilano*

Milan, 8 July 2021 - After the resilience displayed throughout more than one year of the pandemic, the agri-food sector now faces the challenge of **consolidating its achievements**. The key to continued growth is **internationalisation**, because it is only in a truly global dimension that the sector can find not only space for quantitative growth, but also a setting that nurtures **innovation** by benchmarking with the best experiences from around the world.

This commitment in the food industry cannot rely solely on the prestige of Italian products but must **bring together** the stakeholders of the supply chain, institutions and trade fairs as industrial policy tools. This is why TUTTOFOOD, **which, since the very first edition, has had innovation and openness towards world markets in its DNA**, has further strengthened its already close collaboration with the **ICE/ITA Agency** in recent months, by deploying new solutions that exploit the potential of **digital transformation**.

In recent months, **ICE's** continuous support for the event has translated into timely actions en route to **the trade fair in person, at fieramilano from 22 to 26 October**. *“ICE, together with TUTTOFOOD, has created a proposal of digital events to expand contacts towards the most interesting foreign markets, meeting the favour of the entire agri-food chain – said the **President of ICE, Carlo Ferro** –. The first meeting, dedicated to the United States, took place in May, while another dedicated to Canada was held in early June. The events are enriched by the organisation of online B2B meetings, offering new business prospects and allowing foreign counterparts to be addressed more directly”*. Business meetings were also complemented by high-profile international events with chefs and experts, highlighting **Italian products of excellence** such as rice and pasta.

*“Now more than ever, trade fairs are first and foremost a fundamental tool for the internationalisation of the Italian industry, and companies are well aware of this – claimed **Luca Palermo, Chief Executive Officer of Fiera Milano SpA** – The numbers speak for themselves: the more than 50 events organised by Fiera Milano in 2019, in the pre-Covid era, generated 17.5 billion Euro in exports for exhibiting companies and trade fairs are, and will be, the driving force behind foreign trade. And this is thanks above all to an important partner such as ICE, which has never ceased to support us and I am sure will be fundamental for the exhibiting companies at TUTTOFOOD as well”*.



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The on-line events programme developed with ICE is in keeping with the philosophy of Fiera Milano, which has made significant investments to create a digital showcase and marketplace to stay constantly connected with its audiences.

The system has moved and moved quickly, through the Pact for Export, to give the maximum support to our companies, for the agri-food industry and for the entire industrial and artisan sector of the country, which is looking at foreign markets,” – Fero concludes. “ICE's support for the Italian trade fair system, both for physical and digital events and for the so-called 'phygital' is part of the Pact. *In particular, the organisation of online B2B meetings, such as those organised with TUTTOFOOD, offers new business prospects and allows foreign counterparts to be approached more directly. Through online meetings, you can reach geographically distant targets and, at the same time, strengthen relationships with stakeholders who have already shown interest or were present at the physical fair*”.

Against this background, **TUTTOFOOD 2021** will be a strongly **quality-oriented** edition. High-profile content not only in the exhibition area, but also in the busy schedule of events will be ensured by the authoritative partnerships. Alongside ICE, **Apci, Assica, Dolce Italia, FederBio, IRI, Netcomm, Pasta Italia, Retail Institute Italy, Unione Italiana Food, UnionAlimentari, Unas, Unione Italiana Vini** will make their contribution. New this year is the collaboration with **DNV**, one of the world leaders in Food & Beverage certification.

This year, **TUTTOFOOD** will also be co-located with **HostMilano**, the world's leading trade fair for hospitality and eating out, and **MEAT-TECH**, the event dedicated to technologies for meat processing and ready meals. The co-location will allow the event to **broaden its visitor base** with stakeholders from related supply chains.

An experience you can enjoy in total safety thanks to **Safe Together**, the protocol developed by Fiera Milano that covers access procedures, management of the exhibition areas - including sanitation - and protective measures during the visit.

TUTTOFOOD 2021 will be held at fieramilano from 22 to 26 October.
For more information: www.tuttofood.it, @TuttoFoodMilano.